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C. V. A. BULLETIN

Issued from the Offices of

California Vineyardists Association

FRESNO • • • *The Service Organization of the Grape Industry* • • • SAN FRANCISCO

Vol. 2 FEBRUARY, 1928 No. 2

This Bulletin is published each month. It contains all pertinent information with reference to the activities of the Association, and all items of interest affecting the industry. ¶ Members are urgently requested to write the Association regarding any problem of production or marketing where the organization may be of assistance. Particularly are we desirous of receiving your opinion regarding the results of the 1927 season. As conditions do not obtain alike with all growers of the State, the Association would like to know of conditions affecting the individual grower. Please keep in close contact with us by letter, or call at Fresno or San Francisco Offices.

Better Quality—Better Prices

This is written at Chicago. I have been meeting with receivers and grape buyers. If every grower could talk to those who consume our grapes there would be no necessity for repeatedly urging the shipment of better "quality." We needlessly gave away many cars in 1927 because of poor quality, poor packages and a market glut for which no one can offer a reasonable excuse. The experiences of the past season have conclusively shown that the net return to the grower could have been materially increased had everyone considered QUALITY as the prime factor in marketing. Individual growers are helpless in the competitive markets of the East unless the quality of their products measures up to the standard of others. The illustration appearing in this Bulletin should be sufficient: Seven cars of grapes packed by one grower-shipper were forwarded to market on the same day and auctioned in the same market of the East by the same auctioneer on the same day. One car of good quality brought $2.00 per package, and the seven cars of mixed quality were sold for $1.25 per package. The total net return to the grower for his seven cars was $785.50. If these cars had been reclassified to make three cars of high quality, the net return might have been as high as $3,600. Excepting from the young vineyard, are we picking and packing grapes **SIMPLY TO LOAD A CAR? ARE WE INTERESTED IN SHIPPING EVERY GRAPE ON OUR VINES OR ARE WE CONCERNED IN THE NET PROFIT AT THE END OF THE YEAR?**

Generally speaking there is little difference in the marketing practices of all classes of shippers—they all ship to the auction, sell "price arrival," "f.o.b." or "cash, California." I have heard much discussion of the so-called "consignment house" and "cash buyer;" but, from an impartial viewpoint, the only difference in their marketing methods is represented by the initial relationship with the grower. In the case of the "cash buyer" the grower translates his liability of profit or loss to the shipper. In the case of the "consignment house" he assumes it directly. In either event the total volume of grapes at the Eastern market must be absorbed regardless of the quantity forwarded by any particular class of shipper. Neither method by itself can control the price at the final point of consumption. Whether we sell or consign we are still confronted with the problem of total volume versus total demand in the Eastern market where the grapes are finally consumed. To regulate the flow of grapes to market and make possible better returns in the East will react to improve the price to the grower and uphold cash prices in California.

Clearing House

A new Clearing House Agreement, revised upon the basis of our experiences during 1927, has been formulated and approved by the Executive Committee of the Clearing House and the Board of Directors. It is the duty of every grower to confine his sales or shipments to members of the Clearing House in 1928. Only in this manner can we hope to control the Eastern market situation and thus bring a higher return for our products. Ask the Association for its advice and recommendations before you contract your 1928 crop. Request the Bureau of Service for the facts about those with whom you deal in 1928. Let them know of any difficulties you have experienced during the past season.

Ronald D. Tower

C. V. A. WEEK—FRESNO COUNTY, FEBRUARY 6-11

THE OFFICIAL PUBLICATION OF THE CALIFORNIA VINEYARDISTS ASSOCIATION

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CALIFORNIA DECIDUOUS FRUIT ASSOCIATION ORGANIZED

Following the successful operation of the grape clearing house during the past season, deciduous tree fruit growers have been steadily working toward the organization of a similar arrangement to which the shippers of their crops might join. The management of our Association was approached to assist in the accomplishment of the necessary formalities of launching a growers' association and drawing up the necessary shippers' clearing house agreement, and on January 20th in Sacramento, articles of incorporation were filed and by-laws adopted for the California Deciduous Fruit Association. A plan of activity was agreed upon to obtain the necessary grower membership in the association to sustain the clearing house operations.

It has been decided to utilize the personnel and experience of our clearing house, simply expanding its activity to cover tree fruit shipments and thus permit the maintenance of an all-year-round clearing house staff. The advantages of such an arrangement to grape growers and shippers is apparent as it was necessary this year to almost completely disorganize our clearing house division following the close of the shipping season, because of the prohibitive cost of retaining personnel throughout the year even though much good could undoubtedly have been accomplished by a careful study of the data on hand at the close of the shipping season.

Our Board of Directors has joined the new association on behalf of the entire membership. This does not mean that the California Vineyardists Association will lose its identity in any respect, but will continue on its regular program independently with the exception of sharing jointly in expenses of the clearing house with the tree fruit members of the California Deciduous Fruit Association.

The new association will have a board of eleven directors, to be chosen each year by the advisers of six territorial districts of the State. Six of these members will come from the Board of Directors of the California Vineyardists Association, and the other five will represent tree fruit growers in the several prescribed districts.

The following Board of Directors was elected at the Sacramento meeting in order that articles of incorporation might be filed immediately and the affairs of the new association launched without delay.

J. V. Bare, Lodi; W. E. Garrison, Lodi; L. K. Marshall, Lodi; H. W. Williamson, Mills; J. J. Brennan, Loomis; R. D. Fontana, San Francisco; Edwin Van Riper, Auburn; E. A. Gammon, Sacramento; A. V. Schenck, Auburn; Ralph M. Sheldon, Suisun; H. W. Wrightson, Fowler.

The Board held an organization meeting immediately and elected the following officers:

President, H. W. Williamson, of Mills; Vice-President, A. V. Schenck, of Auburn, and Secretary and Treasurer, R. D. Fontana of San Francisco.

The new association is similar in setup to the California Vineyardists Association, being a service organization established under the California co-operative laws and in conformity with the provisions of the Capper-Volstead Act. Growers of tree fruits will pay a fee of twenty five cents per ton and thus support the activities of the new organization in the same manner as adopted by this Association. Grower membership involves an initiation fee of $1.00 and dues of $1.00 per year, and grower members are privileged to sell or consign their crops through any shipping agency of their choice.

The management of our Association has been asked to assume the leadership in the organization of the new permanent year-round clearing house and a clearing house agreement has already been drafted and approved by practically all shippers of tree fruits. In the meantime a membership campaign among tree fruit growers is being conducted and it appears that no great difficulty will be encountered in building up a strong membership in the new association.

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C. V. A. WEEKS CONTINUE SUCCESSFUL

During the month of January, C. V. A. Weeks have been conducted in districts 1, 8, 9 and 10, including the counties of Sutter, Yolo, Yuba, Placer, Colusa, Butte, San Joaquin, Amador, Stanislaus, Merced and Madera. The active help and assistance of our advisers and shippers' agents has made it possible to reach practically every grower and business man in the districts where the drives have been held. Results of the drive to date show an increased grower membership of approximately 1,200, while business men to the number of 1,120 have indicated their desire to assist in our program by becoming associate members.

From the best information of our advisors and directors, the following percentages of membership in the counties already canvassed have been compiled:

Lake County	100%
Mendocino County	95%
Sonoma County	80%
Napa County	78%
Yuba-Yolo Counties	50%
San Joaquin County	97%
Stanislaus County	75%
Merced-Madera	78%

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GRAPE PRODUCTS DIVISION ORGANIZED

Manufacturers of grape products met in San Francisco on January 11th, and signed the grape products agreement which has been drawn up by the management of the Association for the conduct of the Grape Products Division. It is believed that those signing the agreement at this time represent about 80% of all the manufacturers of grape products and much work is already under way to assist in building up this outlet for low grade. The following firms have signed the agreement to date:

National Fruit Products Co.
Colonial Grape Products Co.
California Grape Products Co.
Louis Mangels & Sons.
Italian Vineyard Co.
Italian Swiss Colony.
Community Grape Corporation.
Garrett & Co.
Frank Giannani & Co.

All others are being solicited to join in this common effort to develop the uniform relations to expand the consumption of our grape juice, tonics and concentrates with a view to absorbing a constantly greater proportion of grapes for manufacturing purposes in California. As quickly as the membership of the Division has been completed, the plans and policies of this phase of this Association's activities will be laid before the Department of Justice and the Treasury at Washington and their assistance requested to improve the circumstances of the producer.

It will be seen how important it is to complete the grower menbership to serve as a sound foundation upon which we may work out the problems of each marketing channel through which our grapes may be sold. While neither may be perfect in form or accomplishment, the Clearing House Division representing the fresh movement of the crop and the Grape Products Division interested in expanding the consumption of our juices tie together two important elements of the growers' problem.

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ELECTION OF DIRECTORS COMPLETED

With the election of directors from Districts 2, 5, 6 and 11, by the respective advisory boards, the new Board of Directors of the Association is now complete for the year 1928 and for the first time is truly representative of the entire grape growing area of the State.

Dist.	Counties	Director
2	Napa and Solano	Dr. T. H. Stice
5	Mendocino and Lake	J. M. Salinger
6	Sonoma and Marin	Col. C. E. Tayman
11	Madera	(re-elected) J. W. Schmitz

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PRIVILEGE OF ASSOCIATE MEMBERSHIP TO BE EXTENDED TO EASTERN MARKETING AGENCIES

Delegates to the annual meeting of the Western Fruit Jobbers' Association of America, in Los Angeles, February 2nd, were told of the work of the Association in a speech by the managing director. He explained how the existence of organization in the industry in California directly benefits those agencies who assist us in the distribution of our crop. The Fruit Jobbers were asked to assist in our program as follows:

(a) "Join the California Vineyardists Association as an associate member and thus contribute morally and financially to the advertising and trade extension campaigns.

(b) "Through your own trade associations create joint committees of all classes of receivers and auction companies which will work in conjunction with our representatives in the East and give us the best opinion of the trade as to how we may more closely match our supply and distribution methods with profitable demand.

(c) "In your relations to shippers, deal only with members of the Clearing House Division. It is of vital interest that your connection in California should have the sustained confidence of the grower, banker, and public generally. As the credit policy of the Association is further pursued, we can give you constantly greater assurance of this cooperation which you may expect."

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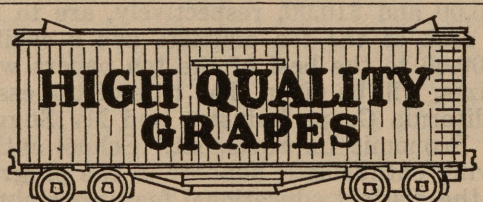
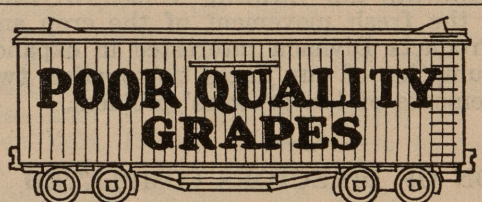
ESSAY CONTEST ON VINEYARD INDUSTRY BEING CONDUCTED IN HIGH SCHOOLS

As a feature of our activities to bring the problems of the industry and our program of rehabilitation before the entire grape growing communities, an essay contest has been announced in the high schools in the leading grape producing counties of the State. First, second and third prizes of $25.00, $15.00 and $10.00, respectively, are to be awarded in each of the ten districts and a capital prize of $100.00 to the best of the ten papers winning first prizes, will be given. The title of the essay is, "The California Grape Industry and My Suggestions for its Economic Improvement." School authorities are giving enthusiastic support to the program because of the distinct educational features embraced in the setup and program of our Association, and it is hoped that all members of the Association having children of high school age, will urge them to enter the competition both from the standpoint of education and the prestige and financial reward which will accrue to authors of the winning essays.

MAKE 1928 A QUALITY YEAR AND GIVE HIM WHAT HE WANTS



This car sold for $2.00 per box.
Grower Received $810.00 for one car.



7 cars like this sold for $1.25 per box.
Grower Received $785.50 for all 7 cars.

These cars were shipped from the same station on the same day and sold by the same auction on the same day.

PICK AND SHIP QUALITY GRAPES

Save labor, picking and packing costs, freight and icing charges and avoid glutting markets with poor quality grapes, which bring no return